

### **REMARKS**

The Applicant thanks the Examiner for the thorough examination of the application. No new matter is believed to be added to the application by this amendment.

#### **Status of the Claims**

Claims 1-5, 7-13 and 15-17 are pending in the application. Claims 6 and 14 are cancelled. Claims 1 and 10 have been amended to better set forth the transfective nature of the invention. Claims 7 and 8 have been amended to not depend on a cancelled claim.

#### **Rejection Under 35 USC §103(a) over Kubo and Taiji**

The claims remain rejected under 35 USC §103(a) as being obvious over Kubo (USP 6,295,109) in view of Taiji (JP 3228027). Applicant maintains traversal.

Distinctions of the invention over Kubo and Taiji have been placed before the Examiner. For brevity, these differences between the invention and the applied art are not repeated here.

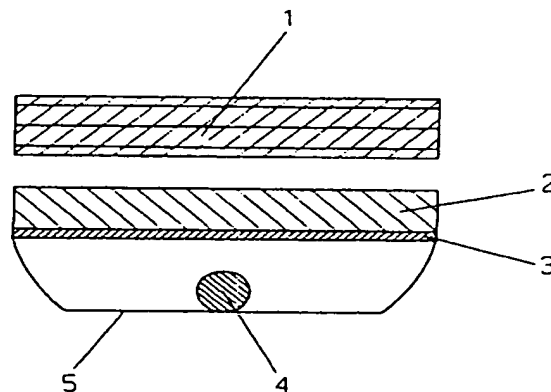
At page 4 of the Office Action, the Examiner admits to the manifold failings of Kubo. The admissions of the failings of Kubo include:

- (a) transmissive material is made of acrylic-based resin according to claims 3 and 10, (b) the reflective material of the transfective film is

selected from a group consisting of Ag and Al according to claims 2 and 11 and concentration of the reflective material scattering on a surface of the transfective film is adjusted according to main mode of the transfective liquid crystal display device; (c) the transfective liquid crystal display device has a reflective main mode, and the concentration of the reflective material is increased according to claims 7 and 15; (d) the transfective liquid crystal display device has a transmissive main mode, and the concentration of the reflective material is decreased according to claims 8 and 16. (Emphasis in original)

The Examiner then alleges that Taiji pertains to a transfective liquid crystal device. However, Taiji fails to pertain to a **transfective** liquid crystal display device. Instead, Taiji pertains to a **translucent** liquid crystal device. The Abstract of Taiji clearly refers to “a liquid crystal device of a translucent type.”

The fundamentally different technology of Taiji is shown in Figure 1 of Taiji, which is reproduced below.

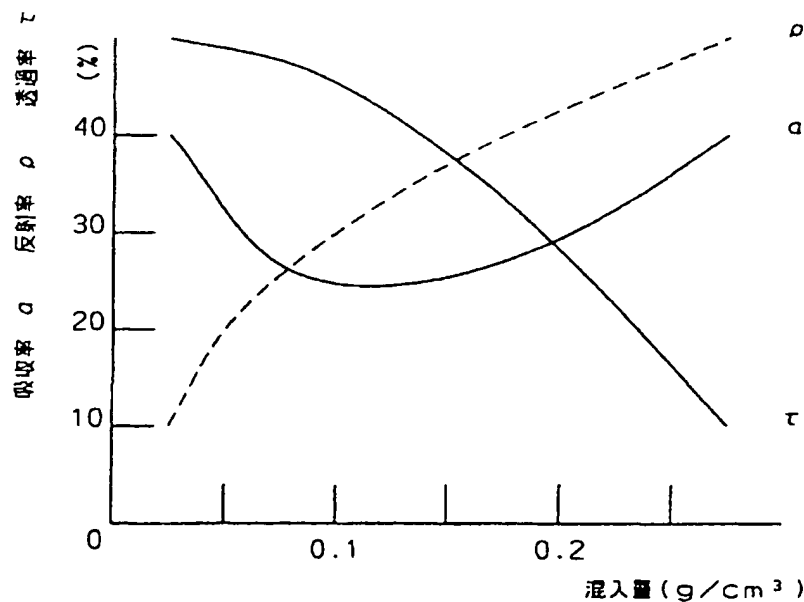


第 1 図

Figure 1 of Taiji shows a diffusion plate 2 constituted of milky white acrylic resin and aluminum particles. Light entering from outside passes a liquid crystal panel unit 1, is reflected by the diffusion plate 2 and is emitted again to the to the liquid crystal panel unit 1. The light emitted from a light source 4 is made incident on a lighting curtain 3 for uniformization of luminance directly or after the light is reflected by a reflecting plate 5. See English Abstract of Taiji.

Taiji fails to disclose a transflective display or any structure (such as a “window”) typical of transflective displays.

Moreover, Figure 3 of Taiji (reproduced below) does not relate to an adjustment of a concentration of the reflective material according to a main mode, but instead illustrates the minimum absorption for reducing light loss.



第3図

Figure 3 of Taiji shows the minimum absorption for reducing light loss. Figure 3 of Taiji, that is, shows variations of transmittance ( $\tau$ ), reflectance ( $\rho$ ) and absorption ( $\alpha$ ) as a function of Al content. As a result, Figure 3 of Taiji pertains to the modulation of translucence and not to transflection.

As a result, Taiji pertains to a translucence technology that is fundamentally different from the transflective display of the invention. A person having ordinary skill thus has no motivation to combine the teachings of Kubo with Taiji to produce the invention as is embodied in independent claims 1 and 10, and a *prima facie* case of obviousness has not been made. Claims dependent upon independent claims 1 and 10 are patentable for at least the above reasons.

This rejection is accordingly overcome and withdrawal thereof is respectfully requested.

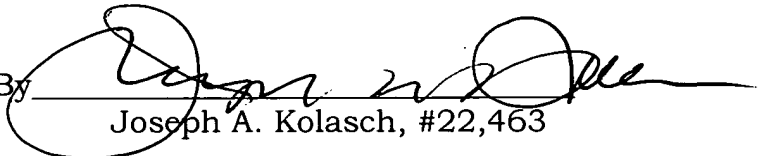
### **Conclusion**


Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Robert E. Goozner, Ph.D. (Reg. No. 42,593) at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Respectfully submitted,

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